Amendments to the Claims:

Claim 1. (Currently Amended) A system for providing node targeted content in an addressable network, comprising:

an access request receipt module;

a module configured to provide information in response to the access request;

a module configured to present at least one message prior to completing display of the information;

a message selection module providing at least one message choice option; and

a user profile containing user demographic information, program participation parameters including rules for disseminating the user demographic information, and a participation credit, wherein the user demographic information includes an e-mail address associated with the user.

Claim 2. (Previously Presented) The system of claim 1, further comprising:

a base message set from which the at least one message is chosen; wherein the choice of the message is additionally based on the user demographic information.

Claim 3. (Original) The system of claim 2, further comprising:

a first transmission module operative to transmit the information; and a second transmission module operative to transmit the at least one message.

Claim 4. (Previously Presented) The system of claim 3, wherein the second transmission module is further operative to transmit at least one message chosen from the base message set after receipt of the access request and prior to the transmission module transmitting the information.

Claim 5. (Original) The system of claim 3, wherein the second transmission module transmits the at least one message during transmission of the information by the first transmission module.

Claim 6. (Original) The system of claim 4, wherein the first and second transmission modules are the same.

Claim 7. (Original) The system of claim 4, wherein the message is an advertisement.

Claim 8. (Previously Presented) The system of claim 2, wherein:

the user demographic information is specified by a user;

the access request receipt module is located at a first site of the addressable network;

the user profile is stored in a database configured for use in registering the user with one or more third party web sites; and

the database is located at a second site of the addressable network.

Claim 9. (Previously Presented) A system for providing node targeted content in an addressable network, comprising:

a web browser configured to receive and communicate a request to connect with a network node identified by an uniform resource locator and in response thereto to receive and present information provided by the network node; and

a first module configured to determine a time period available for presenting one or more messages;

a second module configured to present at least one message during the time period; and

a message selection module providing, in response to a connection request, at least one option for choosing a message content category;

whereby upon selecting at least one message content category, at least one message associated with a chosen message content category is presented to the user during the time period; and

a third module configured to present an option to a user to participate in an on-line program facilitating the providing of node targeted content.

Claim 10. (Previously Presented) The system of claim 9, wherein the time period further comprises an approximate quantity of time needed for the web browser to establish the connection with the network node and to retrieve and present a viewable portion of the information; wherein the approximate quantity of time needed is determined based upon the quantity of information to be retrieved.

Claim 11. (Previously Presented) The system of claim 10, wherein the time period is predetermined.

Claim 12. (Previously Presented) The system of claim 9, wherein the information comprises a given quantity of data and the time period is determined based upon the quantity of data to be received and network bandwidth.

Claim 13. (Previously Presented) The system of claim 9, wherein the time period is less than an amount of time necessary for the web browser to request, retrieve and present a first frame of information formatted using hyper text markup language.

Claim 14. (Previously Presented) The system of claim 9, wherein the message is terminated upon expiration of the time period.

Claim 15. (Previously Presented) The system of claim 9, wherein the message is terminated prior to expiration of the time period and in conjunction with the presentation of at least a portion of the retrieved information.

Claim 16. (Previously Presented) The system of claim 11, wherein the at least one message is selected based upon the time period available.

Claim 17. (Previously Presented) The system of claim 9, wherein the at least one message is selected based upon user demographic information used by a registrar web site to register the user with another web site.

Claim 18. (Previously Presented) The system of claim 17, wherein the user profile is stored at a node remote to the web browser.

Claim 19. (Previously Presented) The system of claim 16, wherein the user profile is derived from Internet usage.

Claim 20. (Previously Presented) The system of claim 9, wherein the message presented is selected based upon the amount of the information provided by the network node.

Claim 21. (Previously Presented) A method for providing one or more messages to an Internet user, during an Internet session, comprising:

receiving a request from an Internet user, during a current Internet session, to establish a connection with a first Internet site, the request including an address identifying content available from an Internet site;

estimating a first time period necessary to retrieve the content from the Internet site;

identifying, in response to the request, at least one message choice option to present to the Internet user;

processing an identification by a user of at least one of the at least one message choice option; and

responsive to the identification, presenting at least one message associated with the at least one message choice option during at least a portion of the first time period;

wherein the user is identified based upon demographic information provided by a registrar web site.

Claim 22. (Previously Presented) The method of claim 21 wherein the message is presented for a second time period, the second time period being longer than the first time period.

Claim 23. (Previously Presented) The method of claim 21, wherein the message is additionally identified based upon a user profile.

Claim 24. (Previously Presented) The method of claim 21, wherein the content is retrieved using at least one of the file transfer protocol and the hyper text transfer protocol.

Claim 25. (Previously Presented) The method of claim 21, wherein the message is obtained from a local data store established during a previous Internet session and configured to store at least a portion of the demographic information provided by the registrar web site.

Claims 26-27. (Cancelled).

Claim 28. (Previously Presented) The method of claim 21, wherein the message is presented during a loading time of the content and is terminated based upon a loading state.

Claim 29. (Previously Presented) The method of claim 28, wherein the loading state is user specified.

Claim 30. (Previously Presented) The method of claim 28, wherein the message is terminated based upon a monitoring of communications between a server hosting the first module and a web browser receiving the information.

Claim 31. (Previously Presented) The method of claim 21, wherein at least one of the message choice options includes an option of not receiving any messages.

Claim 32. (Previously Presented) The system of claim 9, wherein the time period is determined based upon an operating speed of the network node providing the information.

Claim 33. (Previously Presented) The system of claim 32, wherein the time period is determined based upon an amount of information to be presented.

Claim 34. (Previously Presented) The system of claim 33, wherein the time period is determined based upon a determination of network congestion.

Claim 35. (Previously Presented) The system of claim 9, wherein the time period is determined based upon a configuration of a data communications path from the network node providing the information to the web browser.

Claim 36. (Previously Presented) The system of claim 34, wherein the time period is determined based upon bandwidth of the data communications path.

Claim 37. (Previously Presented) The system of claim 9, wherein the time period is determined based upon a communications protocol utilized in the addressable network.

Claim 38. (Previously Presented) The system of claim 1 wherein the expected time period is determined based upon an operating speed of a processor used to execute the module configured to present the at least one message.

Claim 39. (Previously Presented) The system of claim 1, further comprising a module configured to present at least one of the messages as a screen saver during a period of inactivity for a computer hosting a web browser utilized to present the information.

Claim 40. (Previously Presented) The system of claim 9, wherein participation by the user in the on-line program results in an awarding of one or more credits redeemable in a frequent use program.